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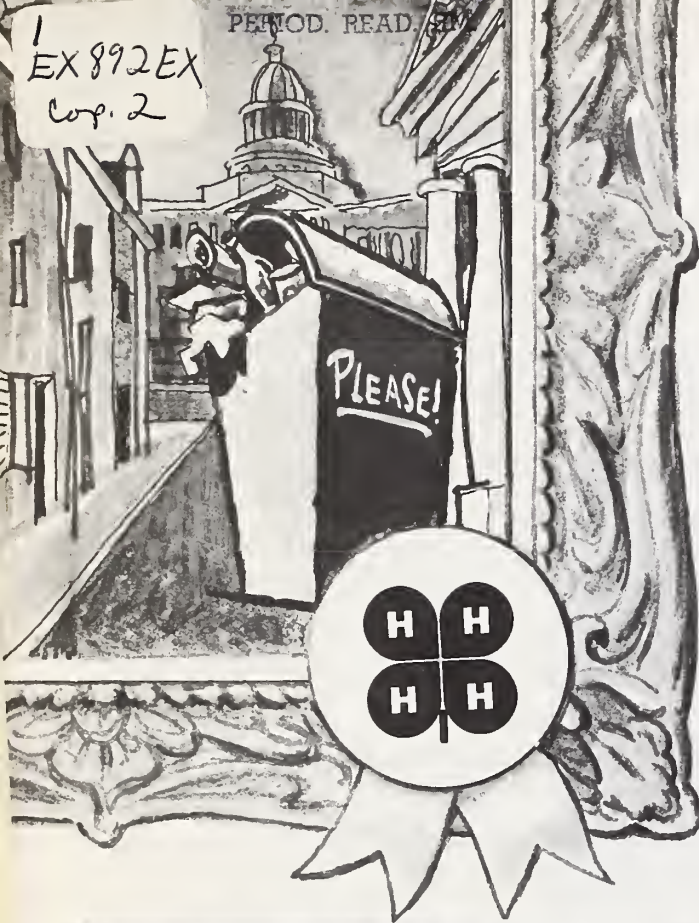
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EXTENSION SERVICE

REVIEW

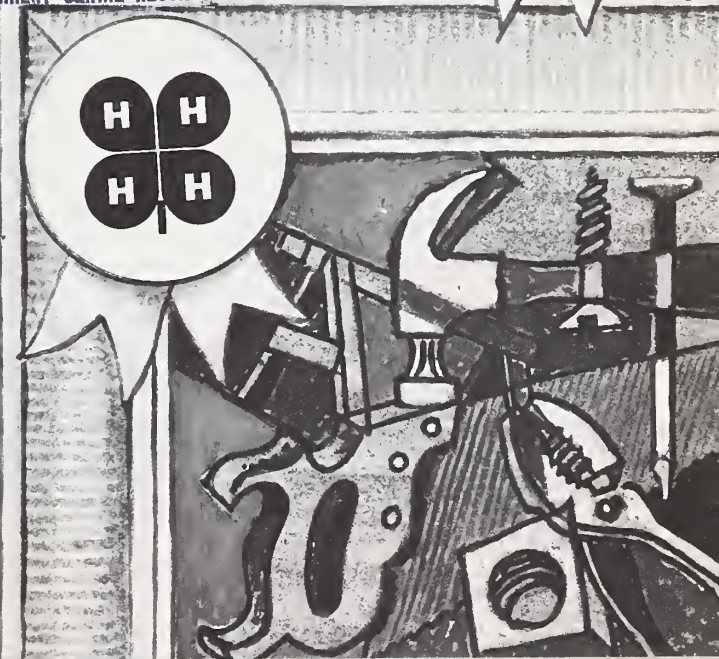
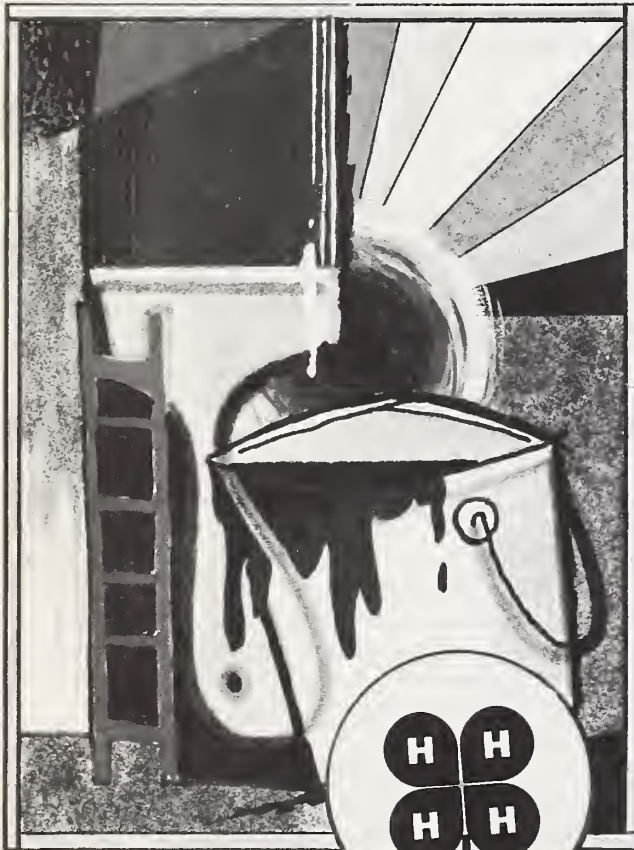
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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

EDWIN L. KIRBY, Administrator
Extension Service

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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4-H beautification award

Long before environmental quality became a number one issue, 4-H'ers everywhere were not only concerned about it, but *doing* something about it. Their 4-H experiences have helped them recognize community improvement needs and have taught them how to organize to achieve these improvements. 4-H'ers, for years, have been conducting anti-litter campaigns, planting trees and flowers, cleaning up parks and roadsides, beautifying school, church, and community center grounds—enthusiastically working on the things they felt would make them prouder of their communities.

And their efforts have not gone unnoticed. Their individual accomplishments have been publicized and recognized at all levels, local to national. At the annual meeting of the Keep America Beautiful organization next month in New York City, the total 4-H organization will be recognized for its continuing contributions to beautification and litter control.

Keep America Beautiful, Inc., is a nationwide leader in beautification and litter control efforts, providing valuable backup support and coordination for government, private, and business activities in this field. At its "Salute to Youth" luncheon, Keep America Beautiful will thank 4-H and nine other national youth organizations for their help in improving environmental quality.

Every 4-H'er who has helped make even one little spot more beautiful should feel very much included in this national recognition. It is the small individual contributions of 4-H'ers across the country that have made the national organization deserving of such an award.

—MAW

by
Fletcher Sweet
Associate Extension Editor
University of Tennessee

Q & A radio format gets response

Can you imagine an Extension radio program that makes everyone concerned happy?

Would you double the time of your show if you had been on a 15-minute show once a week for years?

Both questions pose some "I don't know, but . . ." problems. Mrs. Wileva Mullins, veteran of 15 years as home agent in Benton County, Tennessee, didn't find the obstacles insurmountable. She doubled her time on the air; and she is keeping everybody happy. She spends the extra 15 minutes answering questions which listeners phone in.

"I'm glad now that we doubled the time of the show," she says. "At first I thought I couldn't do it. But it offers so many more possibilities for Extension teaching, for reaching large numbers of people in a short time, and for enlisting more and more people in making use of Extension information."

The station manager, Ron Cole, is happy: "We talked over a question-and-answer type of program. The home agent was a bit doubtful that she could make a go of it, but she was willing to try. We think it is an excellent part of our programing."

Cole even fills in for Mrs. Mullins when she cannot do the show. He doesn't answer the questions on home economics, but he takes the calls and talks with the callers.

"Feedback indicates that a lot more people are listening than just homemakers," Mrs. Mullins said. "I've had comments from dentists, druggists, farmers—just about all segments of our rural and small town audiences. Their comments are very flattering."

And how does this kind of show do Extension teaching?



This is the team that conducts Extension's 30-minute question-and-answer show. WFWL station engineer Charlie Baylor receives calls, and signals Extension Home Economist Mrs. Wileva Mullins when the calls are for her. The phone beside the mike lets her talk with callers on the air.

"I had been doing a 15-minute show of the usual kind," the home agent explained, "giving information tied to local names and developments, announcing meeting dates, reporting on Extension activities."

"Then when the station manager asked about my taking 15 more minutes, I was surprised, and fearful at first. We decided to try the phoned-in question technique. The caller and I can talk right on the air. Our first show went on without previous build-up, and I was surprised to have 12 calls immediately. Seven more calls were waiting for me when I returned to the office."

The home agent invites resource person guests to help with her Extension program priority objectives. For example, when she was pushing better health practices for young homemakers, she was backed up by a public health nurse and a local doctor, who fielded the health questions.

And here's the kind of thing the women just love:

One woman called in response to a word about stain removal. She wanted to know how to remove coffee stains from her glass percolator bowl.

"I'm sorry, I can't give you an answer right now on that," the home agent said. "But I know that some of our listeners have the answer. Would someone give us the answer?"

Immediately, she had five calls on coffee stain removal. The women who rushed to her aid with information must have beamed when they heard their solutions given and their names mentioned on the air.

The possibilities for Extension teaching are almost unlimited. All that's needed is a resourceful agent, and a radio station such as Benton County's WFWL, that is willing to try a different kind of show. The public will do the rest. □



County Extension Director Paul Crews, left, points out some of the good qualities of three offspring of animals awarded through the county's swine improvement program. Their sire and dam came from leading corn belt swine producers.

Variations on a theme

... better swine for Suwannee

by
Paul Crews
*County Extension Director
Suwannee County, Florida*

A 5-year program to upgrade the livestock in Suwannee County, Florida, has had far-reaching effects. Eventually, it should bring economic benefits of over \$4 million to the county.

It's an idea that has met with marked success and one that other rural counties might want to consider. The basic plan is to distribute top quality breeding stock among the county's swine producers, thereby improving the swine industry. Each recipient must put two of his best gilts back into the program each year. As a result, the number given away doubles. In the meantime, a swine population explosion is taking place.

The Agricultural Committee of the Suwannee County Chamber of Commerce started the program in 1963 to counteract the effects of a cut in the county's tobacco allotment. Acreage of tobacco, long the chief source of income in the region, had been severely reduced since 1960. Something had to be developed to take tobacco's place in the economy. What would it be?

continued on page 15

EXTENSION SERVICE REVIEW

by
Nevyle Shackelford
Extension Information Specialist
University of Kentucky

... more milk for needy families



Families are so fond of the young cows they get through the heifer chain that they treat them almost like children. The young man above is hand feeding the holstein which is producing milk for his family.

County Agent Bill Francis' heifer chain project in economically-depressed Knott County, Kentucky, cannot be considered unique, since it is somewhat like the traditional 4-H pig chain. This attempt to help poor families fare better at the table is, however, a bit unusual.

It all started about a year ago. Casting about for programs that might have long range benefits for low-income families, Francis hit upon the idea of providing them with cows—and, therefore, a more nutritious diet.

He mentioned the idea to a religious group in Ohio that is noted for its concern for the good welfare of less fortunate people. To his delight, the organization, largely made up of farmers, not only thought it worthwhile, but also agreed to sponsor the project and donate 15 bred yearling holstein heifers to it.

The heifer chain, like the pig chain, is a simple project. The 15 young cows were placed with certain preselected families with the understanding that the first heifer calf dropped by each cow would be raised for a year and then turned over for breeding and placing with other needy families. If the first calf was a bull, the family could sell it, slaughter it for beef, or otherwise dispose of it as they wished.

To qualify to receive a heifer, Francis said, the low-income families had to have five or more small children at home. They were required to have, or provide, adequate shelter for the animals, some pasture, and at least a half acre of corn.

The "five children" requirement was met easily. The county agent's records show that the participating families have

from seven to twenty-two children at home—the average is nine.

This self-perpetuating project has been a satisfying success during the short time it has been in progress. The families are so proud of their "milk cows" that they pamper them and treat them almost like children.

Some of the families are getting more milk than they can use. By selling the surplus, they receive more than enough money to pay the cow's feed bill. The cows are contributing to the nutrition of more than 240 people, and there is a waiting list for the young heifer calves when they become available.

Participants in the program are high in their praise of it. Some say that it is one of the few "poverty programs" that has ever really helped them, except temporarily.

The program, according to Francis, has two objectives. It was designed primarily to provide needy families with a better diet and an opportunity to help themselves. There was also the hope that it would introduce a better strain of livestock into the county. Both objectives seem to have been met already.

County Agent Bill Francis' heifer chain may not be exactly new, but because of it many needy children are drinking more milk. And the milk the families are getting is not a handout, but something which they helped to produce. To a proud but poor people, this means a lot. □

These two articles describe different approaches to a basic program. In Florida, the goal was better swine herds; in Kentucky it was primarily better nutrition. Both agents found this a good way to provide maximum assistance with minimum resources and a high degree of citizen involvement.

by
George Bowers
*Agricultural Extension Agent
Clay County, North Carolina*

Extension helps poultry industry grow



"If Clay County farmers can be said to place more dependence upon one particular enterprise than upon another, it would be poultry . . . estimates based upon a recent survey made in the county are that poultry will have brought more than \$150,000 in cash to Clay County farmers."

This is a quote from the 1941 annual report written by the Clay County, North Carolina, Extension staff. That \$150,000 may have seemed big in 1941—but by 1969 the annual income from

poultry in the county had risen to \$4,340,100.

In the 1941 report, the Extension staff indicated that they had been emphasizing poultry production in their educational programs for 3 or 4 years. Extension has continued to be an important factor in the growth of the county's poultry business.

Here are some of the ways Extension has contributed to this outstanding growth in the county's economy.

During 1942, Clay County was just



Extension Agent George Bowers, above left, helps Hayes Gibson check the automatic equipment in his modern poultry house. He has a cage operation with automatic feeding, egg collection, and manure removal. At left, Bowers checks eggs at the J. S. Guest farm, which has narrow cage houses. Guest does feeding with a battery powered feed cart.

getting started in the poultry business. Producers received Extension's assistance in problems of feeding, housing, culling, and disease and parasite control.

According to the 1942 annual report, practically all farm families received some timely information from Extension agents about the feeding and general management of farm flocks.

For the next several years, poultry and egg production continued to constitute an important part of Extension's program for increasing farm income.

Then, in 1948, the long range Extension program for Clay County farmers included poultry as one of the enterprises to receive major emphasis.

Hatching eggs for broilers were the primary source of poultry income for the county from the beginning, and county agents' educational work played an important role in getting the enterprise on its feet. From Clay County, the hatching egg business has spread throughout western North Carolina.

Three or four years ago, however, the hatching egg industry began having troubles. This placed some new educational responsibilities on Extension.

Some of the hatching operations began moving out of Clay County and locating in areas nearer the broiler grow-out and processing operations. Competition was keen, and growers felt they could cut costs by moving their breeder flocks nearer the markets.

For the hatching egg operations which remain, Extension agents have been putting more emphasis on the importance of modern poultry housing. An

Extension agricultural engineer from North Carolina State University conducted training sessions for agents and also assisted with producer meetings. Industry personnel participated in some of the meetings.

With the decline in the hatching egg business, one of Extension's most important tasks was to help poultrymen find some alternatives. Most promising was commercial egg production. This seemed like a good potential, since the county had several empty poultry houses which could be adapted to this use.

Extension helped organize a county-wide meeting of poultrymen and businessmen to discuss the local potential for commercial egg production.

Many of the poultrymen in the county felt that a local egg grading, packing, and marketing outlet was needed for commercial egg production to grow. They named five representatives to a committee to study the opportunities. The committee decided that a local cooperative marketing outlet was the best way to market the eggs. They have appointed a board of directors, gathered supporting information, and are now seeking sources of financing.

Despite the lack of a cooperative marketing outlet, commercial egg production has grown in Clay County during the last few years. Several poultrymen who once produced hatching eggs have put cages in their conventional houses and are producing commercial eggs.

The \$4,340,100 income from poultry in 1969 represents 75 percent of the county's total farm income. Cooperation between Extension, producers, and agribusinesses in Clay County has done much to help poultry maintain its position of importance in the county's economy. □



Mrs. Etta Webster, above, talks to a classroom full of eager learners at the 4-H summer program sponsored by the East Baton Rouge Extension office. She is one of several professional Extension aides who helped teach the weeklong sessions.

The 4-H summer program offered several forms of arts and crafts. Below, professional Extension aide Kathleen Riley shows some of the older youth how to work with clay and colors.



Summer learning in Louisiana

by
Phillip H. Massey
Associate Specialist (Editorial)
Louisiana Extension Service

It had elements of Sesame Street and Captain Kangaroo, but it was much broader than a 27-inch television screen.

That's one way of describing Louisiana's highly successful 1970 4-H Summer Education and Recreation Program. The parish office of the Louisiana Cooperative Extension Service sponsored the program at four schools in East Baton Rouge.

Children ages 6 to 11 from low-income families flocked to the weeklong summer programs in numbers which increased as each week progressed

Extension's summer youth venture was a meaningful educational and recreational experience. It reached the youth at an age when much of life's basic information is absorbed and permanent living patterns are established.

In the past, low-income 4-H'ers in Louisiana have brought about changes for the better in the quality of rural and urban home life. It was Extension's success in reaching adults through youth which prompted the 4-H summer program in East Baton Rouge.

Each week's program started on a

Monday morning with the Pledge of Allegiance to the flag. It concluded on Friday with the awarding of diplomas. But a whole lot of things happened in between.

The brainchild of Associate County Agent George Simoneaux, 4-H Club agent for East Baton Rouge, the pro-

Four groups of youngsters were taught in separate sessions the basics of nutrition, grooming and hygiene, and citizenship, and were given an opportunity to express themselves in arts and crafts.

Like TV's Sesame Street and Captain Kangaroo, the 4-H summer program tried to create within each youngster an awareness and appreciation of values expected of social beings in our society. They learned, for instance, that politeness and patriotism are still very "in" qualities.

In addition to attending classes, the youths received lunch at noon and snacks each morning and afternoon.

While the boys and girls learned principles of nutrition, good grooming, citizenship and other facts, Extension's adult nutrition aides got practical experience in food preparation by helping prepare the snacks and meals for the youths.

Mrs. Ruby Mire, Extension home economist, has overseen the operation of the East Baton Rouge Special Nutrition Program since its beginning a year and a half ago. Supervision of the 4-H summer program was in the hands of Associate County Agent James L. Perkins. He was assisted by Mrs. Marion D. Walker, associate Extension home economist.

Four professional Extension aides, all college graduates, carried the teaching load of the summer session.

Class topics included such elements of citizenship as histories of the U.S. and Louisiana flags, and the history of Louisiana and its agricultural and industrial wealth. Each day began with a general assembly where the youngsters pledged allegiance to the flag and sang patriotic songs.

Handicrafts classes featured artistic creations made with inexpensive household items. In addition to keeping the boys and girls busy, the crafts helped them expand on their innate creativity. They worked with woodburning materials, styrofoam, clay, and other media.

One teacher emphasized the elements of good nutrition, the basic food groups, and how a balanced diet contributes to

everyday effectiveness as a physical being.

Good grooming instruction included care of hair and the making of homemade shampoos, deodorants, and other items essential to good health and a neat appearance.

The staff also assisted in supervised recreation each afternoon.

Special resource persons from the Baton Rouge area lectured at the four schools. These included Olympic hurdles champion, Willie Davenport, formerly with Southern University and now with the Mayor-President's Council on Youth Opportunity; Mrs. Georgia Sanders, State Extension program specialist; local dentists; and representatives of the Soil Conservation Service, East Baton Rouge sheriff's office, Louisiana Wildlife and Fisheries Commission, and the State Department of Health.

The proof of the program's value, however, is best expressed by the children. Certainly the enthusiasm is encouraging. The quota of participants at Arlington School was 40, but by week's end 70 were coming daily; the program at Port Hudson Elementary opened with 56 youths and closed a week later with 78; and the same trend was repeated at Northwestern High and Ryan Elementary.

Two youngsters from each of four age groups met with instructors and supervisors at the end of each week to tell what they thought of the program. The almost unanimous opinion has been, "It just doesn't last long enough."

"Not a world of change can be brought about with just a week of learning," says program supervisor Perkins, "but it's a start." □

The youngsters were fed two snacks and a lunch each day. Below, Mrs. Marion Walker, associate Extension home economist (center) discusses an upcoming meal with the lunch-room supervisor (left), and an Extension nutrition aide.



gram provided youngsters with something constructive to do in idle vacation days. 4-H boys and girls from various areas of the parish constituted a segment of the enrollees. Many more of their friends made up the bulk of those in attendance.

Programs began at 9 each morning.

"Remove Ugliness and Add Beauty" is a slogan that's catching on throughout the State of Virginia. It was originated by the Montgomery County Improvement Council (MCIC), which has won State and national recognition for its work in litter control and beautification.

The Improvement Council has several educational objectives, but its primary role is that of teacher—striving to teach the advantages of cooperative effort between groups and the value of organized projected planning. It also tries to inspire the people of Montgomery County to have a greater appreciation for pleasing surroundings, both natural and developed.

The MCIC, formed in 1966, is composed of individuals and representatives of adult and youth groups throughout the county. Groups represented include civic organizations, garden clubs, 4-H Clubs, Boy Scout and Girl Scout troops, and others. The Council is encouraged by the county planning commission, Extension agents, and the Montgomery County Board of Supervisors.

The Council works with the county government and planning commission on environmental improvements and makes suggestions to them. All government agencies, associations, and similar groups are considered resource outlets.

This includes the county's Extension agents, designated Extension specialists, the board of supervisors, the county planning commission, the Public Service Authority, town managers, Virginia Department of Highways, Virginia Department of Health, the superintendent of the county schools, the county sheriff, the commonwealth attorney, and a U.S. Forest Service ranger.

The MCIC efforts that have earned them two awards began in late 1968 when area chairmen and community and group representatives were chosen and received orientation training. A special campaign to "Remove Ugliness and Add Beauty" was conducted the next May. It spurred public awareness of the need for litter removal and general cleanup and beautification activities.

The Virginia Cooperative Extension Service helped with program planning,

by
J. C. Garrett
*Community Landscape
Improvement Specialist*
and
Mrs. Virginia B. Shriver
*Special Assignment Writer
Virginia Polytechnic Institute*

Remove ugliness—add beauty

presented educational programs, and distributed informational materials before and during the campaigns.

Extension agents in Montgomery County took the lead in helping convert local requests for special services, such as landscape improvement of public areas, to overall community improvement activities. This also helped to orient a new clientele to the Extension educational processes.

Pre-program conferences held by the county Extension staff and area program leaders and specialists were essential for starting and implementing the program. Brainstorming sessions were used effectively to involve a cross-section of the public in recognizing local problems and some of the possible solutions. The local Extension office served as the contact center.

Orientation sessions included panel discussions, question and answer periods, and other activities involving the resource people. Special training sessions, such as landscape clinics and information team training, helped take care of individual needs while involving more people in the overall program. New leaders frequently emerged from such sessions.

The litter-prevention campaign kickoff featured a proclamation signed by the chairman of the county board of supervisors and mayors in the county. A slide program, "Appreciating Our Surroundings," emphasized awareness of the need for improving areas.

Newspapers, radio, and other media throughout the county publicized campaign activities before, during, and after the campaign.

This Montgomery County, Virginia, program won a national award from Keep America Beautiful, Inc., in 1969, and also the 1970 Keep Virginia Beautiful "Sweepstakes Award."

Leaders in the Montgomery County cleanup campaign, below, watch junk car bodies being loaded to be smashed and sold for scrap. At right, 4-H'ers participate in the spring "Remove Ugliness" campaign.



Extension home demonstration clubs and other groups located areas needing cleaning and improving. They also informed contractors, builders, and building owners of the county litter ordinance and asked their cooperation. They commended businesses and industries making efforts to control litter and improve their premises.

Local merchants were kept informed about campaign plans and activities. Several of them supplied shopping bags for litter collection or trucks to take litter to the landfills.



County youth representatives helped plan projects. Youth organizations, especially the 4-H Clubs and Boy Scouts, were active in distributing litter bags and collecting litter in parks, recreation areas, and along roadsides.

All schools in the area participated in the litter-prevention efforts. Students at the Blacksburg High School, for example, collected three truckloads of trash and relocated the litter receptacles on the school grounds. The principal commented that the project helped de-

velop "good mental attitudes about litter problems."

During the campaign, the State highway department spent \$10,000 to clean up highways and roadsides in the county and \$2,250 to screen an automobile graveyard. The department also provided maps showing the location of landfills.

A countywide tour in June to view achievements was followed by preliminary planning sessions for a similar campaign in October. The fall campaign also was successful in cleaning up eye-

sores and making people more aware of their surroundings.

A significant improvement in cooperation between county and town governments resulted from the council's efforts to beautify the county. Other achievements were a growing recognition of the litter problem and of the need for laws and concerted community action to control litter and other contributors to community ugliness. The county board of supervisors publicly commended the council for the public services rendered.

The board of supervisors passed two ordinances in November which were supported by the Council—one taxing and regulating automobile graveyards and the other prohibiting inoperative automobiles on residential property in the county.

The Montgomery County Council attributes its success, in part, to some guidelines it has developed through experience. Local groups are urged to build improvement efforts around sound objectives based on the needs and wishes of the majority of the people in the community.

Council membership consists solely of lay citizens representing local organizations and concerned individuals. Representatives of government agencies, local government, and other similar professions are designated as resource people.

By establishing long-term and short-term objectives based on local needs, the calendar of supporting activities can be planned at least a year ahead. Clean-up campaigns, for example, are considered program activities. Advanced planning helps extensively in the greater involvement of people, better publicity, and more efficient use and assured availability of the time of lay and professional workers.

Partly because of the efforts of the Council, Montgomery County has been a pace setter in the statewide community improvement education program sponsored by the Cooperative Extension Service. The "Remove Ugliness and Add Beauty" campaign represents a major activity in fulfilling the basic program objectives for a better environment. □

by
Arland R. Meade
*Head, Agricultural Publications
University of Connecticut*

Extension sparks broad involvement

Council studies family's role

Would you believe that people were throwing their weight around to get a reservation at an all-day meeting of a council on the family—and not making it? And that people came to the meeting place with the \$7.50 registration and lunch fee in hand hoping for “no shows” among the 300 who had reservations?

It happened in Connecticut.

Why? Was the topic so hot? The promotion so great? The lunch so superb? The speakers so irresistible?

All these aspects contributed, but the story behind the event is what is worth telling. Only in part is it a Cooperative Extension story, but that part is significant. It's a story of individuals and what they accomplished—individuals with deep concern, strong initiatives, and ability to think and act big.

Let's start with Dr. Eleanore Luckey, head of the department of child development and family relations, and not on the Extension staff. Through Dr. Luckey's initiative, an informal council was formed in 1966.

The group was named Connecticut Council on the Family. They benefited from Dr. Luckey's experience as an officer in family relations councils in Minnesota and Iowa and a tristate group involving Connecticut. Her drive and devotion to this cause were important, too.

The Council—and especially Dr. Luckey—provided leadership for twice-a-year forum type conferences. The conferences were self-sufficient financially, dedicated to the family, and vital in bringing together those who worked,

however broadly, in the family relations field.

Some felt, however, that individuals carried their own specialties away from the meetings as well as to them; that forum meetings, however educational, were not geared to provide followup.

Extension participants—no doubt influenced by Extension's previous organizational successes—pushed for more organization and more Extension involvement.

Paul Nuttall, Extension human relations specialist, was elected to the Council's planning committee. He said to Extension administration, “We should work more with people and organizations outside Extension when they have the same goals we do. By supporting an enlarged statewide family council, we can serve an Extension purpose.”

He, along with Anne Holloway, coordinator of special Extension programs, got the go-ahead. They brought more Extension individuals into the activities.

The November 1968 Council session was a workshop sponsored jointly by Extension and the Connecticut Council on the Family. Extension's widespread people-involvement boosted attendance. And the group decided to organize into a formal council.

At that time Nuttall and Holloway were on the eight-person steering committee, which also included highly placed officials of the Archdiocese of Hartford; the Family Relations Division, Superior Court of Connecticut; State Parent-Teacher Association; University of Bridgeport; and the State Department

of Health. The broad involvement in the “movement” was evident.

At the May 1969 session, the cooperators completed the formal organization of the Connecticut Council on the Family. The Hartford Courant stated:

“The newly-formed organization, cosponsored by the Cooperative Extension Service of the University of Connecticut, seeks to clarify the role of the family in a changing society. Recognizing the family as the basic unit in our society, members hope to meet the needs of Connecticut families by functioning as a planning body, educational forum, and resource facility.”

A giant in solving problems of organization was William N. MacKay, executive secretary, Greater Hartford Community Council. He provided organizational and legal knowledge and was the prime writer of the constitution.

The Council elected as chairman John P. Conlin, director, Family Relations Division, Superior Court of Connecticut; as secretary, Anne Holloway; and as a member of the executive board, Paul Nuttall. Dr. Frederick Humphrey, associate professor of child development and family relations, University of Connecticut, became program chairman.

Attendance in May was high, but in November it was sensational. Extension experience, expertise, staff support, and the right topic made the big difference.

As Anne Holloway puts it: “Extension people are immersed in the nature of long range planning, the importance of involving people in learning situations, and the many chores needed before successful meetings.”

All newspapers and radio stations in the State got announcements and promotional articles from the Department of Agricultural Publications. These helped to build “climate,” and supported the many other preparation activities:

—Council members contacted concerned individuals and organizations,

—Council members distributed announcement fliers and encouraged organizations to send representatives,

—County Extension home economists pitched in to involve prospects, including their county advisory councils,

—Extension helped the new council to involve a wide range of people in the program, making Extension education, as well as the work of the council, more effective,

—Extension helped the council deal with current crucial problems of the family.

What really happened in this “sellout” meeting mentioned in the beginning?

At a large centrally-located restaurant, places were reserved for 150. Reservations poured in until no more spaces

were available. Attendance mushroomed to 330. And many were turned away.

Anne Holloway felt a critical need to include representatives of the disadvantaged. She arranged for “scholarships” from several organizations.

The Extension Service designated the session as a training experience for nutrition aides, and many attended; so did some urban program aides. Some municipalities sent staff and paid their fees.

The theme of the November session was “The Black Family: Nexus of the Black Community.” Leading the program were 17 outstanding professionals from the black community. An important point brought out during the meeting was that the black participants felt too many white professionals have little knowledge of or sensitivity to the black family.

Nuttall, Anne Holloway, and Doris Lane, assistant director of home economics Extension, compiled some reasons Extension was able to contribute so much to the turn-away attendance. They believe these factors can and should be brought to bear on other cooperative ventures.

Extension is accustomed to:

—Thinking big and, more important, trying big,

—Realizing that long planning and

plenty of legwork are necessary for success,

—Working with problems in depth, including the involvement of all concerned,

—Understanding interdisciplinary approaches,

—Putting resources into a worthwhile operation, with no intent to dominate it,

—Using educational inputs and selection of relevant topics,

—Seeking dynamic speaker-leaders from outside Extension from any part of the country.

The Extension Service has the advantages of:

—Organizational know-how through experience,

—Statewide contacts and staff that can move statewide,

—Back-up support through professional press and publications staff,

—County staffs with contacts and know-how.

The future looks bright for a viable Connecticut Council on the Family— independent, self-supporting, moving. It needs no cosponsors, for it enjoys a membership that can draw informal support from many organizations. The conspicuous Extension efforts during 1968 and 1969 served their purposes and have become history. □



Discussion group leaders, above, summarize into a microphone some of the points raised during the May meeting of the Council on the Family. At left, members of a Spanish-speaking discussion group listen intently.

by
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Helping welfare families buy homes

How can families on welfare buy their own homes? They can do it in Milwaukee, if they know the procedure to follow.

Like many other areas in the United States, Milwaukee is faced with an extreme shortage of housing. Few new units are being built. Rentals are scarce. Landlords dislike renting to large families, especially if they are poor, of a minority group, and have only one parent.

Since renting is not feasible for these families, they must turn to home ownership as the answer to their housing needs.

The Milwaukee County Department of Public Welfare is helping families get financial aid to purchase homes. The University of Wisconsin Extension Service has teamed together with them to offer the families a weekly Home Buying Clinic and to train inspectors who can insure that they are getting good buys.

Because of large families' problems, the Welfare Department limits the home ownership program to families of five or more.

More than 650 welfare families have purchased homes under this housing program. Buyers receive interest payment subsidies provided under Section 235 of the National Housing Act of 1968. The buyer pays as little as 1 percent interest on the mortgage, and the Federal Housing Administration pays up to 7 1/2 percent of the FHA-insured mortgage.

A family of six receiving an \$89 rental grant can purchase a home costing between \$12,000 and \$13,000.

All home buyers receiving financial aid must have the approval of Kenneth Payne, housing coordinator for the Milwaukee County Welfare Department. And he asks all buyers to attend the Extension Home Buying Clinic. Attendance is voluntary, but all families are urged to go.

The Home Buying Clinic provides the home buyer with information on:

- the advantages and disadvantages of home ownership,
- the cost of owning,
- government programs helping low-income families to buy and rent homes,
- organizations which will donate the \$200 required for the minimum downpayment,
- how to find the best house,
- how to determine what it is worth,
- how to inspect and buy a house,
- how to protect yourselves legally and financially when buying a house.

A staff of housing inspectors trained

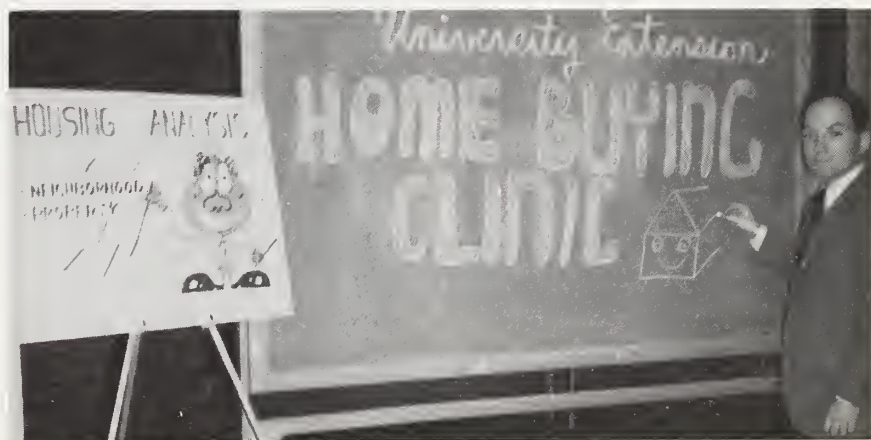
by University Extension inspect all welfare recipients' houses before they sign the mortgage. The inspectors make sure the house meets the family's needs and is in good condition.

Without the education provided by the Home Buying Clinic, the welfare families could become the victims of aggressive and unscrupulous real estate sellers.

Armed with facts, information, and check lists, the welfare families have avoided problems. They have been purchasing the best homes in the best neighborhoods that their money will allow.

University Extension has helped to make this possible. □

Sherman P. Lubotsky, financial management agent, introduces a clinic session covering important facts about the home buying process.



... better swine for Suwannee

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Suwannee County agricultural leaders, led by County Extension Director Paul Crews, took careful stock of the county's assets. They decided to put its best resources to work.

Because of a rural development project providing for the use of Dolomite limestone, farmers were producing grain more profitably. The limestone is a good land builder that helps get the maximum benefit of fertilizer and increases corn yields.

With the county producing grain so bountifully, Crews and his agricultural leaders decided it would make good sense to promote livestock production. They hit upon the idea of encouraging the production of more quality pork, since only about 12 to 14 percent of the pork used in Florida is produced within the State.

The top agricultural, civic, and youth leaders on the Suwannee County Agricultural Extension Advisory Committee were unanimous in their support. They agreed that the swine project was one Extension could work on for the benefit of the entire county.

During the 5-year program, 108 of the highest quality swine available were awarded to livestock producers in Suwannee County. Recipients were selected on the basis of their cooperation with the Extension agents, recordkeeping ability, and willingness to carry out recommended practices.

An out-of-county judging team of professional agriculture workers visited the farms of applicants to determine the winners and their placings.

At the end of this first 5-year program, many people wanted it to continue. An active Rural Areas Development agriculture committee helped organize a Livestock Improvement Association and start another 5-year program, with Chamber of Commerce support.

Fifty top-quality swine were awarded to Suwannee County producers in January 1969 at the first awards banquet of the second 5-year program. The 25 purebred boars and 25 bred, crossbred gilts were imported from some of the best swine farms in the Corn Belt. Five farmers won five gilts and one boar, and the remaining boars went to individual producers.

At the 1970 event, 10 farmers received a set of five boars and one gilt, and the additional boars were distributed individually.

Next year 100 gilts will be awarded; the following year 200; and the final year, 400 gilts will be given to 80 local producers.

The awards program itself is impressive. The swine are presented to the winners at the event. The hogs are ushered through a fenced runway in front of the stage to greet their new owners.

The agricultural coliseum was overflowing for the 1970 program. Florida's Governor and other dignitaries spoke and helped present the awards.

How is the program financed? The participating producers support 75 percent of the swine improvement program with a \$5 annual membership fee. They

return two bred gilts for each gilt awarded and three market hogs for each boar awarded. The remaining 25 percent of the financing comes from contributions of merchants, businessmen, farmer organizations, and other interested local persons.

The Live Oak Rotary Club and the Suwannee County Farm Bureau, for example, have agreed to help support the program for the remaining 4 years. The Rotary Club will purchase two bred gilts each year for 4-H Club members, and the Farm Bureau will do the same for the three FFA chapters in the county.

What are the economic benefits? The 1,058 animals awarded during the program will cost in excess of \$170,000. By the end of the 5 years, their economic benefit will amount to \$1,500,000.

Since the 1969 awards banquet, when 25 bred gilts and 25 purebred boars were awarded to Suwannee County farmers, about 4,000 high quality crossbred animals have been farrowed on the farms in Suwannee County. Economists estimate that over the useful lifetime of the original animals, they will contribute \$4,500,000 to Suwannee County's economy.

This unique program of bolstering the agricultural economy comes not from the Government, but from the businessmen and farmers who are interested in upgrading the county's swine herds. The people run the program, and Extension provides the necessary backup support and technical assistance. □



Measuring EFNEP Progress

"Twenty-four hour food recalls" show that Extension's Expanded Food and Nutrition Education Program (EFNEP) for low-income hard-to-reach families is definitely helping them improve their diets.

The program has helped 19 percent of the families enrolled to achieve an adequate diet and an additional 23 percent to improve their diets with at least one serving per day from each of the basic four food groups.

The "food recall" is a device for measuring the adequacy of family diets. Program aides conduct food recalls among enrolled homemakers at 6-month intervals to measure their progress. They are asked simply to remember what foods they ate during the 24 hours prior to the survey.

The information obtained through the recall is evaluated on the basis of the Basic Four food groups—milk, meat, fruits and vegetables, and bread and cereals. Individuals receiving two servings daily from the first two groups and four servings daily from the latter two are considered to have an adequate diet.

The Expanded Food and Nutrition Education Program is now being conducted in more than 1,000 counties and cities

throughout the Nation. About half of the nearly 700,000 families the aides have contacted since the program went nationwide in 1969 have enrolled and participated in the program.

Currently, more than 237,000 families containing more than 1 million persons are enrolled in EFNEP. Nearly 60,000 receive similar information through group activities. In addition, more than 100,000 youth from low-income families participate in 4-H type nutrition programs which are part of EFNEP.

About 63 percent of the enrolled families receive annual incomes of less than \$3,000; about 28 percent receive \$3,000 to \$5,000; and about 9 percent receive more than \$5,000. About 59 percent live in urban areas, 33 percent in rural non-farm areas, and 8 percent on farms.

Program families are 33 percent Caucasian, 48 percent Negro, 17 percent Spanish-American, and 2 percent other. Forty-three percent of the aides are Caucasian, 43 percent Negro, 11 percent Spanish-American, and 3 percent other.—WJW